

Kirsten Hoscic

STRATEGIC RESEARCH & INSIGHTS LEADER • PHD IN PSYCHOLOGY

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Bio

Highly accomplished UX Researcher with 10+ years of experience specializing in high-impact mixed-methods research for complex technical systems, including Observability for AI Agents and Cloud Infrastructure, and Cybersecurity. Proven track record of influencing long-term product direction and executive leadership by translating deep human behavioral insights into actionable strategy. Expert in scaling research operations, fostering evidence-based cultures, and mentoring cross-functional “tripod” (Product, Design, Engineering) teams.

Core Skills and Toolkit

- **Strategic Leadership:** Defining user requirements and navigating stakeholder tradeoffs to align with business objectives.
- **Advanced Mixed-Methods:** Expertise in experimental design, longitudinal analysis, survey design, and advanced quantitative statistical methods when required.
- **Insights & Storytelling:** Systems thinking, translating findings into frameworks (Journey Maps, Mental Models), and high-impact executive presentations.
- **Research Operations:** Establishing repeatable standards, scaling participant recruitment, and democratizing research across organizations.
- **My Toolkit:** Gemini, NotebookLM, UserTesting, FigJam, Qualtrics, Looker

Professional Experience

Google

SENIOR UX RESEARCHER

Nov 2023 - Present

- Manage and lead research for Cloud Monitoring (Observability) and AI Agent Observability, focusing primarily on enhancing the user experience for AI/ML model observability; Responsible for gaining leadership support using data-backed research to make business-critical changes to Cloud Observability offerings.
- Led a multi-disciplinary team of 4 researchers through a mixed-methods program combining behavioral data, quantitative surveys, and in-depth qualitative interviews with major global customers; Established a strategic baseline for how core “Jobs to be Done” are served by GCP observability tools.
- Spearheaded foundational research for AI Agent Observability, uncovering critical pain points in testing and evaluation, reducing developers’ time to production.
- Established UX guidelines for “Novice-to-Expert” AI agent development, shifting engineering focus toward out-of-the-box (OOTB) templates and automated evaluation tools to reduce the “AI FOMO” and high barrier to entry for Enterprises.
- Pivoted product strategy for Google Cloud’s Monitoring tools by identifying a “paradigm shift” in user needs; successfully advocated for a shift from dashboard engagement features to automated alerting, aligning product development with the “set it and forget it” mental model.
- Received multiple Google awards in recognition of research-driven impact.

Google

UX RESEARCHER IV

May 2022 - Nov 2023

- Pioneered impactful data-backed recommendations that transformed the user experience, exceeding team objectives within six months of joining, leading to four peer awards and an unexpected performance bonus in just eight months.
- Drove actionable recommendations that elevated the Metrics Explorer tool to an outstanding 89% opt-in rate at public preview, a key measure of product engagement.
- Revealed previously unknown user pain points in Monitoring through generative research, directly overturning critical stakeholder assumptions during the design of new metrics-based visuals for Observability dashboards.
- Championed research for a simplified Observability query tool, boosting user confidence in building complex queries and improving overall product usability; this change resulted in a 32% reduction in the time taken to create queries.

Red Hat

SENIOR UX RESEARCHER

Apr 2021 - Apr 2022

- Established and scaled the UX research practice by creating high-quality, repeatable standards and methods for business alignment and impact measurement across teams.

- Acted as a strategic consultant to bridge gaps between leadership groups, prioritizing research that informed the broader strategic vision and execution.

Rapid7

UX RESEARCHER

Aug 2018 - Mar 2021

- Spearheaded user research initiatives for Rapid7's InsightIDR and MDR, which achieved the highest Net Promoter Scores across all Rapid7 offerings as of 2020 data.
- Drove significant business impact through foundational insights: research uncovered 3 main hurdles for a new feature, leading to a 25% reduction in customer failure rates and a 13% increase in customer satisfaction between 2019 and 2020.
- Triangulated attitudinal insights (customer satisfaction data) with behavioral signals (usage/failure rates) to uncover pain points and inspire innovations that support the growing business.
- Established an end-to-end research process where none existed, ensuring early-stage UX insights influenced the long-term product roadmap.

Northeastern University

HUMAN BEHAVIOR RESEARCHER

Sep 2013 - Aug 2018

- Designed studies on human behavior mechanisms, focusing on empathic negotiation and personality detection accuracy.
- Applied complex statistical models (multilevel modeling, ANOVAs) to real-world behavioral data.
- Directed a team of 3 research staff, providing training on data analysis and socialization of findings.

Education

Northeastern University

MA, PHD IN PSYCHOLOGY

2013 - 2018

University of Minnesota

BA IN PSYCHOLOGY, GLOBAL STUDIES MINOR

2008 - 2012